

COSMETIC BRUSH FOR APPLYING EYELINER TO THE LASHLINE1 TECHNICAL FIELD OF THE INVENTION

2 The present invention relates to an improved applicator for
3 makeup. More specifically, the invention relates to a brush
4 designed for efficient and consistent application of liquid
5 eyeliner to the eyelids. A preferred embodiment of such a brush
6 has a configuration of bristles positioned in a shape designed to
7 both compliment the naturally occurring shape of the eye and to
8 provide an even, consistent and symmetrical distribution of
9 eyeliner.

10
11 BACKGROUND OF THE INVENTION

12 To achieve a smooth, even, and natural-looking application of
13 eyeliner, it is necessary to carefully apply the cosmetic such that
14 the proper amount is applied in an even distribution, which is
15 equally balanced between the left and right eyes.

16 A common problem with conventional brushes is that they result
17 in the over-application of makeup. When an excess amount of
18 cosmetic is applied, this results in a very unnatural look which is
19 undesirable. In particular, eyeliner is intended to enhance and

1 accentuate the natural shape of the eyes, and its over-application
2 therefore nullifies its purpose.

3 The ideal eyeliner application will define the eyes by lending
4 color and shape to the lashline. Conventionally, various types of
5 applicators have been used to apply eyeliner, including a variety
6 of bristled brushes having different widths, sponge-like
7 applicators, pen- or pencil-like applicators, or even fingers.
8 However, all of these have practical disadvantages, including, for
9 example, uneven or imprecise application of the cosmetic, and
10 irregular draw line width.

11 Currently, brush type eyeliner applicators are comprised of
12 felt tips, foam applicators, or straight fibers and bristles. The
13 bristles are typically arranged in a straight line fashion to allow
14 linear application of cosmetic along the plane of the face.

15 Examples of such brush type eyeliner applicators are disclosed
16 in Nehashi, U.S. Patent Number 5,097,853 (disclosing a felt tip
17 applicator) and Nakamura, U.S. Patent Number 5,205,301 (disclosing
18 an applicator with straight natural or synthetic fiber bristles.)

19 Nehashi discloses an applicator designed specifically for the
20 eye, whereby a felt tip is inserted into a material soaked with
21 cosmetic, and then the cosmetic is applied to the face via the felt

1 tip. The patent discloses a felt tip with a tapering end.

2 Nakamura discloses an applicator for cosmetics with straight
3 fibers wherein the applying tip comprises a flat end. The bristles
4 are arranged in a straight line, for applying cosmetic to the skin
5 in a uniform linear manner.

6 Prior to the present invention, there has not been an eyeliner
7 brush designed to conform to the natural shape of the eye, so that
8 eyeliner makeup can be applied in a manner such that the proper
9 quantity is applied with an even, uniform distribution around the
10 contours of the eye.

11

12 SUMMARY OF THE INVENTION

13 The invention described herein relates to a brush specifically
14 designed to deposit eyeliner in a manner that exactly corresponds
15 to the shape of the eyelid. The brush is designed to ease the
16 application of makeup to the eye by placing the bristles in such a
17 manner that the wearer need not force said bristles to unnaturally
18 follow the shape of the eye during application of eyeliner.

19 In light of the above described inadequacies in conventional
20 applicators of eyeliner, it is a primary object of the invention
21 described herein to provide an eyeliner brush that allows for

1 improved application of eyeliner to the upper lashline of the eyes.

2 It is another object of the invention to provide a brush
3 designed such that it may also perform the functions of
4 conventional applicators.

5 It is a further object of the invention to provide an eyeliner
6 brush having a curved or arched design such that it allows for
7 application of eyeliner between individual lashes of the upper
8 lashline of the eyes.

9 It is yet a further object of the invention to provide an
10 eyeliner brush having a curved or arched design such that it may be
11 used in a "position and wiggle" manner to apply eyeliner between
12 individual lashes of the eyelashes.

13 It is yet another object of the invention to provide an
14 eyeliner brush that allows for easier and more even application of
15 eyeliner.

16 It is still another object of the invention to provide an
17 eyeliner brush which facilitates more accurate application of
18 eyeliner by conforming more closely to the contour of the eye.

19 Other objects, features, and characteristics of the present
20 invention, as well as the methods of operation and functions of the
21 related elements of the structure, and the combination of parts and

1 economies of manufacture, will become more apparent upon
2 consideration of the following detailed description with reference
3 to the accompanying drawings, all of which form a part of this
4 specification.

5

6 BRIEF DESCRIPTION OF THE DRAWINGS

7 A further understanding of the present invention can be
8 obtained by reference to a preferred embodiment set forth in the
9 illustrations of the accompanying drawings. Although the
10 illustrated embodiment is merely exemplary of systems for carrying
11 out the present invention, both the organization and method of
12 operation of the invention, in general, together with further
13 objectives and advantages thereof, may be more easily understood by
14 reference to the drawings and the following description. The
15 drawings are not intended to limit the scope of this invention,
16 which is set forth with particularity in the claims as appended or
17 as subsequently amended, but merely to clarify and exemplify the
18 invention.

19 For a more complete understanding of the present invention,
20 reference is now made to the following drawings in which:

21 FIG. 1 depicts a top plan view of an eyeliner brush according

1 to the preferred embodiment of the present invention;

2 FIG. 2 shows a side view of the eyeliner brush depicted in
3 FIG. 1;

4 FIG. 3 shows a perspective view of the eyeliner brush depicted
5 in FIG. 1; and

6 FIG. 4 shows an enlarged end view of the eyeliner brush
7 depicted in FIG. 1.

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9 DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

0 As required, a detailed illustrative embodiment of the present
1 invention is disclosed herein. However, techniques, systems and
2 operating structures in accordance with the present invention may
3 be embodied in a wide variety of sizes, shaped, forms and modes,
4 some of which may be quite different from those in the disclosed
5 embodiment. Consequently, the specific structural and functional
6 details disclosed herein are merely representative, yet in that
7 regard, they are deemed to afford the best embodiment for purposes
8 of disclosure and to provide a basis for the claims herein which
9 define the scope of the present invention.

20 The following provides a detailed description of the preferred
21 embodiment of the present invention, as well as some alternative

1 embodiments of the invention. As discussed above, the present
2 invention relates generally to a device for the application of
3 eyeliner. Reference is herein made to the figures, wherein the
4 numerals representing particular parts are consistently used
5 throughout the figures and accompanying discussion.

6 Referring initially to FIG. 1, shown is the preferred
7 embodiment of eyeliner brush 1 comprising a handle 3, ferrule 5,
8 and tuft 7, further comprising a plurality of bristles 4. Bristles
9 4 generally extend longitudinally away from ferrule 5 in a
10 substantially parallel direction. Preferably, bristles 4 are
11 configured such that tuft 7 has a tip portion having a curved shape
12 so as to conform to the shape and contour of the eye. This curved
13 shape is better depicted in FIG. 4. As shown, tuft 7 is curved
14 with respect to ferrule 5, which is described in further detail
15 below. Turning back to FIG. 1, bristles 4 are connected within the
16 upper portion of ferrule 5. Preferably, bristles 4 are attached to
17 ferrule 5 by crimping ferrule 5 at point 9 (FIG. 2) which exerts
18 sufficient pressure by ferrule 5 on bristles 4 to secure bristles
19 4 therein. This is better shown in FIG. 2 at indentation 9, where
20 bristles 4 are "clamped" into ferrule 5. Alternatively, bristles
21 4 may be secure within ferrule 5 by use of a conventional adhesive.

1 Of course, any other conventional means for securing bristles 4
2 within ferrule 5 may be used in accordance with this invention,
3 either alone or in combination with one or more other securing
4 means.

5 Alternatively, tuft 7 may be attached to ferrule 5 by crimping
6 one end of ferrule 5 to enclose said bristles 4 in manner that
7 forces bristles 4 to arrange themselves in a direction conducive to
8 the application of an eye-makeup product. In a preferred
9 embodiment, ferrule 5 is crimped to arrange bristles 4 in a
10 contoured semicircle shape. In other embodiments, ferrule 5 can be
11 crimped to arrange bristles 4 into a contoured oval, round, square,
12 rectangular, triangular, or other shapes to facilitate the
13 application of makeup.

14 Preferably, ferrule 5 is made of metal. Such common metals
15 include tin, steel, nickel, aluminum, or any alloy thereof.
16 Additionally, ferrule 5 may be constructed from a plastic having
17 suitable flexible properties. Furthermore, while ferrule 5 has
18 been shown and described as similar to conventional ferrules for
19 attaching bristles to the handle of a brush, other means for
20 attaching tuft 7 to handle 3 of a brush 1 is contemplated as being
21 encompassed by the present invention.

1 On its lower end ferrule 5 is secured to handle 3. Again, any
2 conventional means for securing ferrule 5 to handle 3 may be used
3 (i.e. adhesive, press fitting, etc.).

4 Preferably, handle 3 is made of wood, allowing for an
5 inexpensive, light weight, more easily finished, and more durable
6 cosmetic brush. In alternative embodiments, handle 3 may be
7 constructed from plastics or metals such as aluminum, tin, and
8 alloys thereof, ceramic, or any other material suitable for a
9 makeup brush handle.

10 In the preferred embodiment shown in the figures, handle 3 is
11 generally cylindrical having a tapered end and an attachment end.
12 In alternative embodiments, the shape of handle 3 may vary. Such
13 shapes include square or triangular, or tapered or straight, etc.
14 Further, handle 3 may be constructed with indentations (or grooves)
15 or raised elements around its circumference for easier grip.
16 Alternatively, handle 3 may have longitudinal grooves along the
17 handle, or an ornamental or functional object at its tapered end,
18 or some other device or configuration adapted to facilitate as well
19 as provide comfort while holding eyeliner brush 1 during use.

20 Referring next to FIG. 2, shown is a side view of the
21 preferred embodiment of eyeliner brush 1 according to the present

invention. As described above with respect to FIG. 1, brush 1 comprises tuft 7 of bristles 4 attached within ferrule 5 which is connected to handle 3. More particularly, shown in FIG. 2 is the specific shape and contour of the preferred embodiment of eyeliner brush 1. As shown, bristles 4 extend from ferrule 5 in a contoured semi-circular shape. That is, ferrule 5 at its upper end maintains a curved shape, which defines the shape of bristles 4. Also, as shown, ferrule 5 may be crimped as indicated by indentation 9 to secure bristles 4 in ferrule 5. In alternate embodiments, ferrule 5 may maintain different shapes to achieve different contour shapes for tuft 7. For example, ferrule 5 may have an angled shape rather than the curved shape as shown in the figures. The desired shape is determined by the purpose for which the brush will be used.

Turning next to FIG. 3, shown is a perspective view of the preferred embodiment of eyeliner brush 1 depicted in FIG. 1, further emphasizing the preferred structure of eyeliner brush 1 according to the present invention. Again, shown is ferrule 5 crimped at indentation 9 to secure tuft 7 in such a way as to arrange bristles 4 in a semi-circular contoured shape. Also, ferrule 5 is attached at its lower end to handle 3, as described above with respect to FIG. 1.

Referring finally to FIG. 4 shown is an enlarged end view of tuft 7 according to the preferred embodiment of the present invention. In particular, FIG. 4 demonstrates the general placement of individual bristles 4 within tuft 7, further depicting the curved (or arched) structure of tuft 7, which more closely conforms to the contour of the eye than previous applicators or brushes. In addition, it is preferred that bristles 4 all be the same length such that the tip portion of tuft 7 is substantially flat along its top edge. Alternatively, bristles 4 may vary in length such that the tip portion of tuft 7 is substantially curved, or is substantially angled such that the tip portion comes to a point. In alternative embodiments, bristles 4 may be configured such that tuft 7 maintains a substantially curved shape to conform to the contours of the eye. In further alternative embodiments, the length of individual bristles may vary. This variation of bristle length across the width of the tuft can provide a curved shape of the tuft, briefly described above. However, it should be noted that the bristles are not necessarily formed so that the lengths are uniformly varied. That is, adjacent bristles may vary greatly in length. This gives the tuft a softer feel across the skin and allows for smoother application of the cosmetic across the

1 contour of the face. Alternatively, however, these embodiments may
2 also be used along with the alternative structures of ferrule 5
3 described herein.

4 While the present invention has been described with reference
5 to one or more preferred embodiments, such embodiments are merely
6 exemplary and are not intended to be limiting or represent an
7 exhaustive enumeration of all aspects of the invention. The scope
8 of the invention, therefore, shall be defined solely by the
9 following claims. Further, it will be apparent to those of skill
10 in the art that numerous changes may be made in such details
11 without departing from the spirit and principles of the invention.
12 It should be appreciated that the present invention is capable of
13 being embodied in other forms without departing from its essential
14 characteristics.